

HOW TO WORK WONDERS WITH COLOR IN YOUR HOME

BY ELIZABETH PARKER



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THIS BOOKLET WAS PLANNED AND PREPARED UNDER THE PERSONAL DIRECTION OF
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NOTED NEW YORK
INTERIOR DECORATOR

BECAUSE of Miss Parker's experience both as an interior decorator and as an artist, her suggestions on color and home planning can be accepted as correct and authentic. Every page and every illustration have been designed to provide authoritative information to make your home more attractive.

What can I do **WITH MY HOME**

TO MAKE IT MORE ATTRACTIVE



AND CHARMING?

THIS is a question that confronts every woman. It is often considered a difficult question, I find, only because most women are confused. They are at a loss where to start and how to go about planning for the results they want.

The problem, in reality, is not as difficult as it seems. Most satisfactory results can be obtained if a little time and thought are given to intelligent planning. By doing this preliminary study, many mistakes will be avoided, time will be gained and money saved.

On the following pages you will find the kind of information that will serve as a guide for the home-maker who wants to make her home more attractive. In this booklet are facts that are fundamental and sound . . . and many suggestions which will be helpful to you whether you live in a small or large apartment, a sturdy farm house or residence.

Avoiding Mistakes—

THE SECRET OF SUCCESS

ALL GOOD decorators analyze the "ins" and "outs" of a problem very carefully before they begin any actual work. They plan their schemes: generally making a chart showing an outline theme for each room. In this way they achieve a harmonious ensemble, which is pleasing when finished.

You will be wise to adopt their method. It is easy to change your mind on paper; disastrous to do so when work is started. So arm yourself with pad and pencil and study the assets and liabilities of your room before you order the painters.

Consider which furnishings you want to keep, which ones you will renew. Decide what color or colors predominate in the ones you plan to re-use, and keep those colors in mind when you select the colors for your walls and ceilings. Don't pick your wall colors at random. Play with the Interior Decorators Color Rule until you get a happy choice which will harmonize with your curtains and furniture.

If you plan to do any re-upholstering or perhaps buy a new rug, get samples of the fabrics and see how they fit into your general plan before you definitely decide on them. It is a good plan to shop about a bit before you actually buy—and when you make your purchases buy them with an eye to the future. It is far better to go slowly and add later than to make hasty purchases which will only have to be discarded in the end.

If you will give these points careful thought and study in the beginning, you will find your decorating problems much simplified and you will avoid the mistakes that so often result from hasty action.

THE MAGIC OF COLOR . . .

THE colors of our surroundings are important factors in our daily lives—they affect our spirits—our moods. A gay room adds a note of buoyancy, an exhilaration which chases the "blues" away.

Why not, then, if your home seems dreary and out of key, try the simple remedy of a new color plan? It is a good tonic—and need not be a costly one. Try it. It will pay dividends two-fold in happiness and contentment. When planning a new color harmony—keep in mind . . .

COOL COLORS FOR SUNNY ROOMS

WARM COLORS FOR DARK ROOMS

GENERALLY speaking, this is a good rule to follow, especially when it is a question of what color to paint the walls and ceilings.

The right color scheme will do wonders for a room. Paint a small dark room a sunny yellow and immediately you have added a note of cheer. On the other hand, a room that is disturbing with an overabundance of light can be helped and made to appear cool and inviting by painting it a soft green, or blue, or a misty gray.

The Interior Decorators Color Rule has proved a great help to thousands of women who are not sure of the colors they want until they actually see them together. In a minute or two the Color Rule enables you to arrange and see hundreds of attractive color combinations for rooms and furnishings. With it, you can make sure that the colors you select meet your own requirements and taste. Then by consulting this booklet, you can make sure that they also are correct from the viewpoint of an interior decorator.

THE
ENTRANCE
HALL



should be **GRACIOUS . . . SIMPLE** in treatment

IN THE good old-fashioned days they put "Welcome" on the door-mat. Today we say the same thing in a more subtle way—by the graciousness of the entrance hall. It definitely establishes the atmosphere of the house, and quickly intimates the mood of the home. It can be formal and polite—or it may be gay and charming. It should always be simple—attractive both in color and furnishings.

The color scheme of the Entrance Hall above was planned with the aid of the Interior Decorators Color Rule as shown at the right. A soft, cool green was selected for the walls, and woodwork was painted with white in keeping with the Colonial feeling of the architecture.

WALLHIDE	5	CEILING
WATERASPAR	71	WOODWORK
WALLHIDE	19	WALLS

Color schemes of rooms

which can be seen from each other should be planned together. Above all they must be kept harmonious and while they do not need to be alike they should flow into each other without too sharp a contrast. By doing this your whole house will give the appearance of belonging together and the result will be far more pleasing and attractive both to you and to your guests.

When planning your color arrangements keep in mind the fact that a painted dado will help make a too high room seem lower. By emphasizing the vertical lines, a low room may be given the appearance of greater height.



SELECT A COLOR SCHEME to harmonize with your furnishings. When the budget is limited more care has to be given to the re-use of old furnishings. Here, especially, the chart you made in the beginning will be of value. Perhaps just a change in the color of the walls will be all that is necessary. Think of what are the predominating colors in the furnishings you want to re-use, and choose a background color which will most harmoniously blend in with them. The Color Harmony Chart on the last page of this booklet has been especially prepared to help you find a happy combination of color for wall, trim and ceiling—one that will act as a complementary background for your curtains, your chairs, etc. You will be surprised to find that against a new background last year's chintzs take on a new beauty.

Remember that rugs can be dyed! A dark carpet is often a nice accent for a room—and that faded tan one could become a dark brown or a plum color, or perhaps an interesting shade of taupe.

The Keynote of a Room

**IS THE COLOR
OF ITS BACKGROUND!!!**

THE COLOR of the walls and ceilings is the most important factor in a restful, attractive room. It is against this background that your furnishings must go and the color that you choose for that background should tie those furnishings harmoniously together.

Don't hesitate to select colors that you like. If you are fond of bright colors use them as accents—against a more neutral background. It is, generally speaking, wisest to select quiet colors for the walls and ceilings as they are more restful and easiest to live with. They will act as a foil for the bright color accents in your curtains, cushions, etc.

Any of the Wallhide colors make an excellent choice. They have been especially selected for their softness of tone and are prepared to give your walls a beautiful "flat" satin finish. "Petal colors" is a name which very aptly describes their illusive beauty.

By using the Interior Decorators Color Rule you can plan your ceiling, your walls and trim together. The pictures in this booklet as well as the Color Harmony Chart on the last page give artistically correct color combinations for you to follow. Remember that ceilings, in most instances, are best when they recall the color of the walls, but can be made a shade or two lighter. This is easily done by adding white Wallhide to the wall color.

A contrasting color for the ceiling is often effective, but when used it must be carefully planned and the same color note repeated elsewhere in the room. You may want to use it in the colors of your curtains, or use a deeper tone of the same color for the woodwork.



THE LIVING ROOM is one of the most important rooms in the house. At all times it must be hospitable and ready to entertain your friends. At the same time it must be a comfortable and attractive place for the family.

The color of its walls and the arrangement of its furniture will play an important part in establishing the right atmosphere. If the room is used for all purposes, a quiet color scheme is the wisest selection. You are less likely to tire of it and it will lend itself readily to different moods.

The Interior Decorators Color Rule used to plan this room is made with paint chips that show paint colors far more accurately than printing can.

WALLHIDE	16	CEILING
WATERSPAR	63	WOODWORK
WALLHIDE	22	WALLS



DINING ROOMS should be happy places. It is a well known adage that a cheerful atmosphere will help make for tastier food and good digestion. A dining room that sparkles with fresh, charming color, a meal prettily served, and a woman's reputation as a hostess is often established. In the room illustrated above—the green note of the chintz was recalled in the ceiling—making an interesting color contrast to the white walls and woodwork. Without unnecessary expense this room has been made to look charmingly gay.

WALLHIDE
WATERSPAR
WALLHIDE

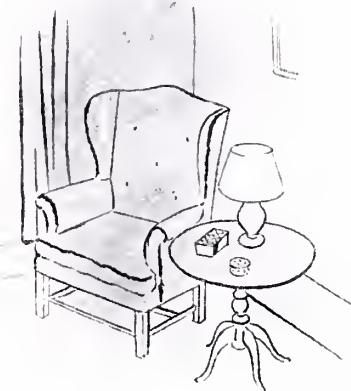
17 CEILING
71 WOODWORK
5 WALLS

**THE GROUPING
OF YOUR**

furniture IS IMPORTANT!

IF YOUR ROOMS SEEM CLUMSY try re-arranging the furniture. A room is more gracious when it has several groups of furniture—arranged for easy use.

A fireplace, for instance, naturally becomes the center of interest in a room, and the most important grouping is built around it. A window with a delightful view will attract you, so you will want to have a comfortable chair with a convenient table near it, for sewing or books... Perhaps the couch will look best against the opposite wall and so help balance the room. Try it out! Plan for good, common-sense arrangement. Eliminate the non-essentials—and place your important furniture where it can be used without having to be continually shifted about. Of course you will have incidental chairs for occasional use scattered about, but your large pieces, easy chairs, tables and table lamps should be thoughtfully placed for ready use.



SLIP COVERS. A well-tailored slip cover has saved many a chair and davenport and will add a note of freshness to any room. If you haven't shopped for slip covers lately, do so now. You will be pleasantly surprised to find that the market offers many attractive materials, in scores of new patterns, which are inexpensive.

Your slip covers can repeat the chintz of your curtains—or they can add an entirely new color note to your room. If you prefer, you can tie the slip covers into the general color scheme by a colored piping. A box pleating or a ruffled skirt will hide ugly chair legs and give a touch of character to an otherwise ordinary chair. Slip covers are serviceable and they protect the original covering of your furniture from dust, dirt and hard wear. Then they can be taken off and easily cleaned, which is a big factor in a house where chairs generally get hard usage.

You can be proud of your Kitchen



WALLHIDE	5	CEILING
WATERSPAR	6	WOODWORK
WALLHIDE	12	WALLS

A CHEERFUL BREAK-

FAST NOOK is just the thing to help many a busy Mother to serve a gay and companionable breakfast with small trouble.

Gay painted furniture, cheery walls and curtains, peasant pottery, a geranium in the window, and every day is bound to start with a smile.

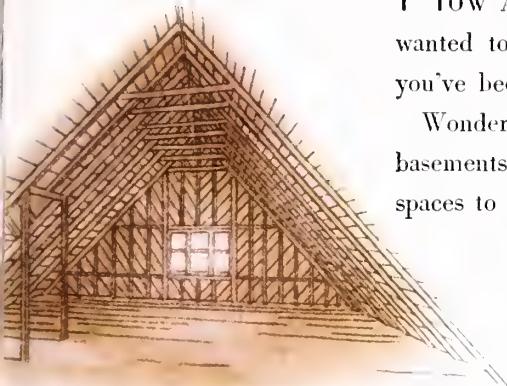


WITH MODERN pots and pans assuming such gay colors it is a joy to plan the color scheme of a kitchen! It should be a smiling place, sparkling and fresh—conveniently arranged to save footsteps. A happy color on the walls and trim will help inspire the culinary artist and greatly lessen the fatigue of the daily routine.

In the kitchen, which is a work-room after all, spots are unavoidable—so it is most important that good paint be selected for its walls. You will find Wallhide excellent for the purpose. Many women prefer Wallhide in the beautiful semi-gloss finish for their kitchens. Like Wallhide in the "flat" satin finish, it is washable and it will wear exceedingly well.

And now...

FOR THE MEN OF THE HOUSE



HOW ABOUT that study you've always wanted to have—or that ping pong table you've been planning to buy or build?

Wonders have been done with attics and basements—transforming them from waste spaces to rooms of delight. It may test your ingenuity, but it can be done—and inexpensively at that. Wallboard makes excellent partitions. It's easy

to work with and affords a splendid paint surface. Then apply Wallhide and the job is finished!

Keep the color gay if it is to be a recreation room. Remember that bright colors will help create an entertaining atmosphere. They can be cool or warm as the conditions warrant, but should reflect cheeriness.

Four colors—20, 12, 16 and 24 were used for walls at right.



WALLHIDE	24	CEILING
WATERSPAR	73	WOODWORK
WALLHIDE	20	WALLS

LET'S PAINT IT!

**It's so easy to make
furniture look new**



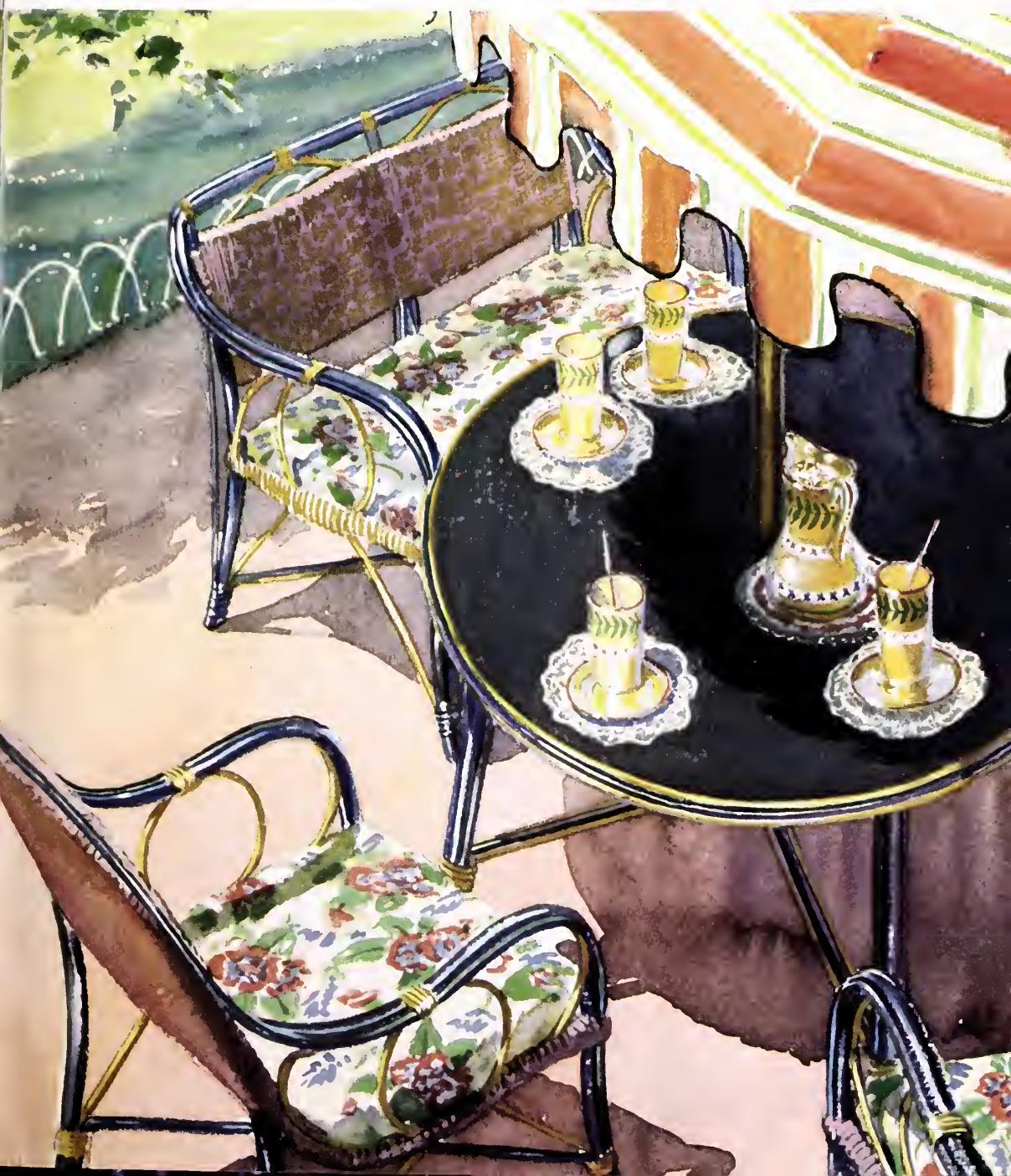
DON'T DISCARD marred and banged-up chairs and tables and odd pieces of furniture that seem to fit nowhere. Think first in terms of a new coat of paint for them. You will be surprised how many of them will take a new lease on life—and you will get such real satisfaction in their rejuvenation.

Plan first in which room you want to use the piece—and then select a color which will tie it into the color plan of that room. It is really lots of fun to paint—and with Waterspar it's easy! Waterspar dries with a hard and rich finish in only four hours! Even when two coats are applied, you can use your furniture the same day. But in most cases one coat is all that is necessary.



Gaily painted furniture

**—A BRIGHT UMBRELLA—AND A TINY
BACK YARD BECOMES INTRIGUING**



A house without a garden

IS LIKE A JEWEL WITHOUT A SETTING !!

EVERY HOUSE needs a setting! It needs the complement of growing things around it to soften its hard edges and to tie it into the surrounding landscape. Have shrubs and vines for their foliage and flowers for their color.

There is nothing more fascinating than a garden—a real garden, no matter how small, where one can plant and dig in the earth—where one can have the great satisfaction of watching things grow and blossom into colorful beauty.





CAREFUL PLANNING, a little time and effort and a very small expenditure are all that is needed for a charming garden. Nature repays so surely with the beauty of her flowers that no matter how amateur a gardener you may be, the results will be gratifying.

You can plan it as you will! For continuous bloom throughout the seasons or for masses of color in studied arrangement. Perhaps a delightful old-fashioned garden filled with blossoms of a dozen hues will please you best.



Use this chart to secure the color sequences you want...

Colorful Blossoms FOR EVERY SEASON

For Spring

DAFFODILS



HYACINTHS



TULIPS



IRIS



PANSIES



PEONIES



For Summer

HOLLYHOCKS



ROSES



DELPHINIUMS



ZINNIAS



PETUNIAS



PHLOX



COREOPSIS



GLADIOLUS



For Autumn

COSMOS



DAHLIAS



ASTERS



CHRYSANTHEMUMS



STOCKS



Garden pages were prepared in collaboration with Simonds, West & Blair, landscape designers, Chicago, Illinois.

Trellises and Shrubs

for the Garden's Background!



SHRUBS and flowering bushes planted around the house and throughout the garden will add wonderfully to its appearance. They should be planted for mass effect, to give weight and act as a background for your flowers.

There's Golden Bell, first to flower in the spring — Deutzia and Spirea Van Houtii with their graceful white sprays — Lilacs, Rose of Sharon and Clematis, white and purple! A rose arbor, gay with ramblers, and trellises with Honeysuckle Vines will turn a barren corner into a thing of beauty—and give you great pleasure with little trouble. Don't forget the lovely Bittersweet which can be trained to grow over the porch. You will enjoy its beautiful orange berries in the fall.

And remember this—the painting of your house, its shutters and its trim is too important to trust to inferior paint! Sun-Proof Paint, made by the makers of Wallhide, has been famous for 75 years. You have your choice of 24 rich colors for outside use that withstand sun and rain. Sun-Proof Paint looks better and actually saves money because it lasts $2\frac{1}{2}$ times as long as ordinary house paints.

FREE for the asking we will send you the 72 page "*Corona Garden Guide*," probably the most interesting book of its kind ever written, that tells all about garden and vegetable planting and is a handy reference book. It also shows how to keep flowers, trees and shrubs healthy and beautiful. Address: Pittsburgh Plate Glass Company, Corona Chemical Division, Department C, Milwaukee, Wisconsin.

WALLHIDE

**brings smartest colors
PLUS ONE-DAY PAINTING**

Now that Wallhide makes painting such a simple matter, you will want to have one or all of your rooms painted this new, easy way. Days of painting mess are ended! 8 hours after starting with Wallhide, your room is back in order—curtains and pictures all up! Even when two coats are applied!

THIS VITOLIZED OIL PAINT also does a better job. The picture below (left) shows how ordinary oil soaks out of paint; how Vitolized Oil (right) stays in Wallhide to keep it alive and elastic indefinitely. This is why Wallhide doesn't chip, crack or peel.



Yet it costs no more to use than ordinary oil paints. And because one coat is usually sufficient, Wallhide often *saves* money. Your dealer has the 15 petal-like Wallhide colors in the modern "flat" satin finish and in semi-gloss for bathrooms and kitchens. All are washable.

TO BRING ONE-DAY PAINTING TO FURNITURE and woodwork, your dealer has Waterspar Quick-drying Enamel. It's inexpensive and easy to apply. The 24 rich Waterspar Enamel colors have been especially created to harmonize perfectly with Wallhide.

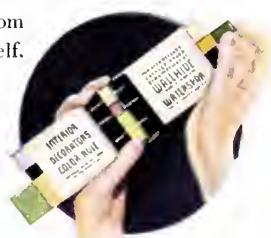
COLOR HARMONY CHART

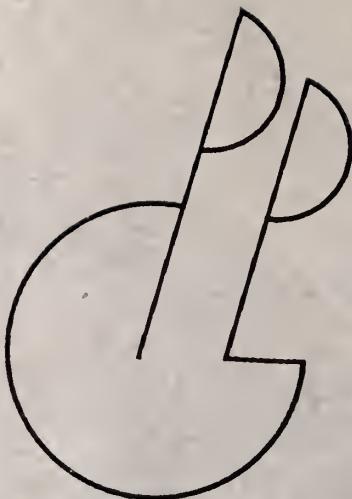
*Gives correct color combinations in addition to those shown
in the room illustrations*

<i>Key Color of Furnishings</i>	MASTER ROOMS	<i>Wallhide for Walls</i>	<i>Waterspar for Woodwork</i>	<i>Wallhide for Ceilings</i>
Green	Cool Scheme Warm "	18 12	11* 65	12 12
Red	Cool Scheme Warm "	14 24	14* 60	5 24
Blue Green	Cool Scheme Warm "	17 12	60 64	17 24
Brown	Cool Scheme Warm "	19 20	19* 58	24 20
Tan	Cool Scheme Warm "	17 20	64 58	17 12
Blue	Cool Scheme Warm "	18 24	18* 12*	12 12
	BED ROOMS			
Orchid	Cool Scheme Warm "	17 23	17* 23*	24 24
Yellow	Cool Scheme Warm "	5 12	16* 74	16 12
Blue Green	Cool Scheme Warm "	23 12	62 12*	24 24
Salmon	Cool Scheme Warm "	11 21	59 66	5 24
Blue	Cool Scheme Warm "	15 24	71 95	5 24

* Use Waterspar White and tint to make Wallhide shades

In some cases you will note that the room colors shown in this booklet vary slightly from the colors on the Interior Decorators Color Rule. There are 2 reasons for this: First, the Color Rule is made up of actual paint chips and represents actual paint colors that printing cannot always reproduce. Secondly, the Color Rule shows the paint colors as they are under direct light, while all of the room pictures have to take into account varied lights and shadows in the room itself.





Paint and Varnish Division

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Milwaukee, Wisconsin

Polished Plate Glass, Duplate Safety Glass, Pennvernon Window Glass,
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Sundries, Gold Stripe Brushes, Interior and Exterior Paints and Varnishes.